RESEARCH AND DEVELOPMENT, NEUCHATEL - QUARTERLY REPORT

DIVISION : QUALITY ASSURANCE

SUBJECT TITLE : SUBJECTIVE CIGARETTE EVALUATION

PERIOD COVERED : APRIL - JUNE 1990

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DISCRIMINATIVE PANEL

Sixteen tests were carried out by the R&D Panel B during April, May and June 90 using the DDD-method (PME-method no. 720). No significant difference was detected between the control and the experimental cigarette in 13 tests. A significant difference was reported in 3 tests.

Classification of the tests by type of modification :

Tow	5 tests
Cigarette paper	3 tests
ESP- Perforation	2 tests
Ingredients	2 tests
Collaborative tests	2 tests
Glue	1 test
Filter paper	1 test

CONSUMER PANEL

Test C2 90 109

A consumer test using the standard comparison questionnaire was carried out in February at the request of the R&D Manufacturing Services Group (MSG). The purpose of the test was to qualify the tow ex Courtauld on MLK cigarettes. Results obtained revealed that the cigarettes were not perceived as significantly different. (1)

Test C1 90 110

A consumer test requested by the R&D MSG was launched in mid-May. The objective was to replace ingredients MPEG 550, MPEG 750 and PEG 600 by triacetine as well as to qualify the tow Rhodia (Project "Carbo") on Brunette Double Filter cigarettes. The report will be issued beginning of July.

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Test C3 90 111

R&D MSG requested a consumer test for the same reasons as for test C1 90 110 on Muratti Ambassador cigarettes. The test was launched in mid-May. The report will be issued beginning of July.

PROJECT PANEL MONITORING

Methodology

Following the decisions taken in the panel-leaders'meeting (PALEM) in Neuchâtel in January 90, a smoking evaluation session was held in Lausanne 11th April (2). Panel A, local Leaf experts and some QA people participated in this panel session.

The objective was to evaluate the degree of difference between a control cigarette and a prototype using the 1 to 7 point scale. This was repeated for each of the five prototypes produced with this aim in Neuchâtel. The experts also gave a description of each experimental cigarette. These two parameters should help the B-panelists to become more self-confident when evaluating the difference between two cigarettes.

It was also decided that each prototype produced for the collaborative tests, together with the associated reference cigarette, would also be submitted to the consumer panel. Results from the consumer panel ought to give a threshold of discrimination to be achieved by our internal B-panels. Indeed, we expect from our panels that they be at least as discriminative and preferably somewhat more, so than the regular consumers of our brands.

Collaborative Test no 8

This test was the first using the training procedure developed during the PALEM meeting in Neuchâtel. The cigarettes submitted were PMU vs PMU with PMS blend.

See table of results obtained :

Panel 1 : S
Panel 2 : S
Panel 3 : NS
Panel 4 : NS
Panel 5 : S

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The expected result for this test was : significant difference. Three panels performed acceptably, two panels need to improve. However, one should pay attention to the fact that the cigarettes used for this round of tests are ultra low-tar products. These characteristics caused in fact two problems i) the difficulty to evaluate the difference between two such products because they do not have much taste ii) for the latter reason, the PMU are generally not appreciated by the panelists.

Report on collaborative test no. 8 is under way.

Consumer test C4 90 112

This consumer test was initiated by the R&D Panel Testing Group at the end of May. The cigarettes submitted were standard MLZ vs MLZ with MAA cut filler. This prototype was subjected to the European B-panels in June as collaborative test no. 9. Results of the consumer test will be available in August.

Consumer test C2 90 113

This consumer test was initiated by the R&D Panel Testing Group at the end of June. The products tested were standard MLK vs MLK without after cut. This prototype will be submitted to the European B-Panels as collaborative test no. 10 in August. Results of the consumer test will be available in mid-August.

ASSISTANCE TO ITALY

A visit was paid to the Bologna factory on 15th May. The purpose was to discuss the feasibility of carrying on the training of the Bologna panel this year. The panel leader had to refer to the MONITAL Management for the decision.

The project is pending.

REFERENCES

(1) Report on consumer test C2 90 109 by Monnin-E., dd April 9, 1990.

(2) Minutes of the smoking evaluation session by Monnin-E., dd May 8, 1990.

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